



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES**

**August 14, 2013**

#### **Board of Directors**

Eric Bender, Michael Czarzinski (as proxy for Peter Zen), Sauli Danpour, Kathy Faulk, Robert Hanasab, Steve Hathaway, Matt Nolan (as proxy for Adele Yellin), Peklar Pilavjian, Brian Plymell (as proxy for Jim Bonham), Paul Rutter, Carol Schatz, Patrick Spillane, Daniel Swartz, Cindy Troesh, Cari Wolk

#### **Absent**

Jim Bonham, Barbara Bundy, Marty Caverly, Robert Cushman, David Damus, Frank Frallicciardi, Peggy Moretti, Adele Yellin, Peter Zen

#### **Staff**

Hal Bastian, Jeff Chodorow, Nina Decker, Randall Ely, Lauren Mitchell, Lena Mulhall, Ken Nakano

#### **Guests**

Richard Costanzo, Simon Ha

#### **CALL TO ORDER**

Faulk called the meeting to order at 8:02 a.m. Faulk asked the attendees to say their name and company representing.

Faulk introduced new DCBID Board of Director candidates Simon Ha, representing Downtown residents and Richard Costanzo, representing Central East area.

**PROPERTY OWNER OR PUBLIC COMMENT:** None.

#### **APPROVAL OF MINUTES**

Approval of minutes from June 2, 2013. A motion was made by Swartz to approve the minutes, Danpour seconded and motion was approved.

#### **FINANCE**

Chodorow Reported:

May and June Financials were reviewed and approved by the Finance Committee last week. Variances for May were favorable by \$22K for the month which is a result of Ambassador staffing and administrative costs which is due to staff vacancy. June was favorable for the month and for the year-to-date was favorable at \$400K. Public Safety was unfavorable by \$16K, due to budgeting error. Finance Dept. only budgeted for 4 weeks instead of 5 weeks. Department expenditures were favorable for the year which again is due to the delay in website updates, staff vacancy, advertising and a delay in Ambassador staffing.

Motions were made by Pilavjian to approve May and June financials as presented, Swartz seconded and was approved.

#### **PRESIDENT'S REPORT**

Carol Reported:

Carol spoke to the Board about a recent meeting with some property owners and businesses on the issue of creative tech companies and how Downtown can grab more of these types of companies. The objective is to fill as many spaces with these kinds of tenants. Lou Horn, CBRE; Paul Rohrer, Loeb & Loeb; Sauli Danpour, Xyvest Holdings; Peklar Pilavjian, St. Vincent; along with Carol Schatz was in attendance. They discussed what CCA and DCBID can do to push the demand curve.

Carol spoke to the Board about the upcoming Renaissance currently scheduled for September 27, 2013 to promote confidence in Downtown LA's real estate markets (office, retail, residential and hospitality) and to spur investment from local, national and international real estate investors, has been rescheduled to January 9, 2014.

Carol also advised that she will be working heavily over the next few months on drafting new BID legislation in Sacramento that will deal with the problems that were created by the decision in the Arts District BID case. The impact of this case would cripple our BID's efforts at our next renewal. Carol is going to attempt to define "special" vs. "general" which seems to be the common problem amongst all the BIDs and will also attempt to use the Speaker of the Assembly to be a co-sponsor of the legislation.

Lastly, Carol announced that she was pleased to speak at the recent openings of Sport Chalet and Smart and Final in Downtown. DCBID was heavily involved in bringing them Downtown. Nina Decker played a huge role and it's those kinds of happenings that really make it worthwhile.

Carol thanked Steve Hathaway for hosting the DCBID's Annual meeting.

Carol spoke on the nominations of new Board seats. One slight change will need to be made on voting in proxys to represent members of the Board. Under the Bylaw revisions, it's uncertain at this time if proxys will be allowed. Carol would like to introduce and vote on Richard Costanzo, L&R; and Simon Ha, Downtown resident.

A motion to vote in Richard Costanzo as Board of Director was raised, seconded and approved and a separate motion to vote in Simon Ha as Board of Director was raised, seconded and approved.

Action on Claire de Briere will be carried over to next Board meeting.

## **OPERATIONS**

Nakano reported:

### **Safety:**

The safety patrols have been focusing on the following areas:

- 4<sup>th</sup> & Flower: Though there have been less encampments in this area, there has been an increase in how many people we are having to make contact with there, due to public intoxication and narcotic usage.
- 1<sup>st</sup> & Hill Metro Plaza: This area has become a problem area due to public intoxication, trash and aggressive panhandling. LASD & LAPD have been notified of the problems occurring at the location.
- Hill Street: Hill Street has become a focus because of a slight increase in thefts and quality of life issues.

The safety team assisted with 5 protests, 17 events within the district (i.e. Grand openings, concerts, etc.)

	<u>June 2013</u>	<u>July 2013</u>
Calls For Service	*1,638	1,561
Self Initiated Calls/Incidents	3,304	2,860
LAFD Assists	12	1
LAPD Assists	8	3
Misdemeanor Incidents	880	1,089
Felony Incidents	5	8
Quality of Life Incidents	4,410	4,101

### **Maintenance:**

Maintenance has been focusing on maintaining trash levels that have increased during the summer. There has also been a slight increase in the numbers of sidewalk wash downs that are done on a daily basis. Majority of these wash downs are due to animal waste. The maintenance team has also been working on leveling some of the empty tree wells along with turning the existing dirt in them to reduce the smell of waste.

### **BID ACTION:**

In July the BID ACTION team was notified by a random homeless individual that there was a juvenile female who ran away from home staying within the district and that she needed help. The BID ACTION team was successful in having their informant bring the female to the Service Center (at her will) to receive assistance. Upon further investigation it was confirmed that the female was a juvenile and a runaway. The BID ACTION team continued to

Speak with the juvenile while DCBID Dispatch notified the Los Angeles Police. When the police arrived they conducted an investigation and took the juvenile to central station to reunite her with her parents. Approximately one week later the female was seen within the district again. The ACTION team notified their supervisor and it was confirmed that the female had run away again. LAPD was once again notified, responded and detained the female.

As usual the outreach team conducted a monthly homeless count, the numbers are as follows:

June: Count #1 - 177 Count #2 - 180  
July: Count #1 - 187 Count #2 - 199

## **MARKETING**

Mitchell Reported:

Mitchell highlighted some of the events that took place during the months of April and May.

### **Marketing Campaigns**

Our Summer Campaign, Stay Cool in Downtown LA, launched in July and showcases 5 suggested itineraries to help beat the summer heat as well as summer events and hotel packages. Each itinerary features a narrative, map, and business information (photo, hours, and address, etc.)

We are promoting the campaign with press outreach, radio spots on Star 98.7, Downtown News ads, Facebook and Google advertising, printed postcards, and a booth at Art Walk. We are also running a sweepstakes featuring tickets to the IMAX at California Science Center, lunch at TASTE FIGat7th, dinner at Café Pinot, one night at the LA Athletic Club, and gift cards from CityTarget, Sport Chalet, and Barista Society.

The campaign is live on our website at [www.DowntownLA.com/DTLASummer](http://www.DowntownLA.com/DTLASummer). The results will be available when the campaign closes next week.

### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. We also enhanced the main page with a slideshow of images that emphasize the vibrancy in Downtown LA and created partnerships with many Downtown LA programs, offering them enhanced presence in our e-newsletters and on our website.

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the Fig@7 Sport Chalet opening, Smart & Final Opening Fig@7th Downtown Festivals. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians and includes: 7th and Hope, 7th and Flower, 6th and Olive, FIG at 7th, and Bank of America Plaza on Bunker Hill.

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in. Boxes of maps were delivered to The Kawada Hotel, The Sheraton Hotel, Bonaventure Hotel, Union Station and Grand Central Market.

During June and July, the Ambassadors provided 1,441 directions and contacted 825 businesses. They also distributed 1,169 Welcome Maps and 596 Welcome Bags. Welcome Bags were delivered to residential buildings and businesses including Stillwell Hotel, The Chicago School of Psychology, Union Lofts, Los Angeles Times, Chester Williams and Ritz Carlton.

### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### **Property Owner Quarterly Newsletter**

The July-September quarterly newsletter will arrive to stakeholders soon. The issue highlights our Annual Report and upcoming DCBID events.

## **Events**

### *Dog Day Afternoon at the Cathedral*

The 7th Annual Downtown Dog Day Afternoon at the Cathedral held on Wednesday, July 10 from 6 – 9pm on the plaza of the Cathedral of Our Lady of the Angels.

### *Public Safety Appreciation BBQ: Friday, September 6*

We're getting ready to fire up the grill at our 14th Annual Public Safety Appreciation BBQ on September 6 from 11:30am-1:30pm at FIGat7th, Ernst & Young Plaza. This festive outdoor BBQ honors law enforcement and public safety personnel who serve Downtown LA. Morton's The Steakhouse and California Pizza Kitchen host a fabulous buffet while guests enjoy live music, a raffle of Downtown prizes, and more. Tickets are \$9; children 10 and under \$5; and all public safety personnel in uniform enjoy complimentary lunch.

This year's net proceeds will benefit the Sherriff's Youth Foundation, an organization dedicated to providing Los Angeles County youth with safe facilities, planned programs, and the vital tools they need to thrive and succeed in life.

### *Halloween Party for Downtown LA Kids: Thursday, October 31*

Save the date for the 6th Annual Halloween Party for Downtown Kids at FIDM's Grand Hope Park on Thursday, October 31 from 5-8pm. We expect over 1,400 ghouls, goblins, and parents for marionette shows, bouncy houses and slides, crafts, hot dogs, and "trick-or-treat doors." Sponsors welcome!

### *Resident Mixer*

As part of the DCBID's initiative to build community in Downtown LA, the Downtown resident event series continues. The Q3 mixer on June 26 at Watermarke was a success. Approximately 150 residents attended and enjoyed a special buffet by the Nikel Diner. The next event will take place on October 2 at the LA Athletic Club.

### *Public Relations*

We received 12 responses to our RFP and interviewed 3 final candidates. The DCBID selected Macy + Associates and started working with them on August 1, 2013. Macy + Associates built its reputation in real estate and successfully applied their insight and experience into financial services, investment banking, and corporate representation. Today, Macy + Associates can boast experience in hospitality, food and beverage, technology, retail, legal and entertainment.

## **ECONOMIC DEVELOPMENT**

Bastian Reported:

### **Investor Conference and Tour**

- This all day program and tour to promote confidence in Downtown, originally scheduled for September 27, had to be moved to early January to accommodate a number of schedules of our speakers.

### **Retail Recruitment Program**

- The Ratkovich Company announced in June that they will be renovating Macy's Plaza on 7<sup>th</sup> Street and rebranding the project under a new name, The Bloc. Macy's will remain as the anchor tenant for The Bloc. The project is estimated to cost \$163 million. The project will include the Sheraton Hotel upgrading to a four star hotel; the office tower will start upgrades to the common areas immediately; the shopping destination will have a complete remodel making it an outdoor shopping experience. Nina traveled to New York City with The Ratkovich Company to help recruit unique fashion and restaurant brands to The Bloc on 7<sup>th</sup> Street.
- The DCBID helped to recruit a Whole Foods Market which announced plans to open a 42,000sf flagship store in the 700 unit residential project being developed by Carmel Partners located at 770 Grand Ave.
- Two big box retailers opened in July adding more amenities to our community. A 27,000 sf Sport Chalet opened at Brookfield Office Properties' FIGat7th and Smart & Final Extra! opened a 25,000sf grocery store located at 845 S. Figueroa St.
- The DCBID helped to recruit and open Downtown's first veterinary hospital, DTLA Vets, located at 333 S. Spring St.
- In June & July, six new restaurants opened in Downtown. The DCBID helped to recruit and open Dr. J's Vibrant Café, a vegan restaurant at 334 S. Main St. and a high-end sports bar, Bunker Hill Bar & Grill located at 601 S. Grand Ave., the fourth restaurant concept by the owners of Wokcano, Le Ka and Green Hut Oyster Bar. Grand Central Market opened four more unique concepts: Valerie Confections at Grand Central Market, G & B Coffee, Bulgarini Gelato and a BBQ restaurant called Horse Thief. Expect

additional openings at Grand Central Market throughout 2013. Providing quality crafted coffee drinks to the Financial District, Barista Society opened on the 2<sup>nd</sup> floor of the US Bank Tower at 633 W. 5<sup>th</sup> Street.

- Nina attended the 3<sup>rd</sup> Annual Bisnow Event “The Evolution of Downtown” at Alameda Square.

#### **Demographic Study**

- Downtown LA’s Demographic Survey for 2013 concluded in April with nearly 9,000 respondents. This survey is the key tool used in recruiting businesses and investment into our District. The results will be released in September with a press conference.

#### **Broker Outreach**

- We met with various brokerage firms to discuss recruiting retail tenants to Downtown. Including: CBRE, Colliers, Keller Williams, CBM, Epstein & Associates, Creative Spaces, and The McDevitt Company.

#### **Quarterly DRMA Networking Event**

- We are currently planning our final two DRMA events for 2013. We will host an evening mixer in September and then a daytime luncheon in December.

#### **Housing Tours & Business Walking Tours**

- We hosted four Housing Tours with nearly 195 participants and hosted two productive Walking Tours with more than 22 participants.

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**ADJOURNMENT:** The next meeting scheduled for September 11, 2013 has been postponed and a new date will be selected at a later time. The meeting was adjourned.